

### **REMARKS**

Presently pending in the current application are claims 1-4 and 6-39. Claims 5, and 40-42 are cancelled, claims 1-4, 6-8, 12, 15-17, 26, 31, 32, 35, and 37 are currently amended, claims 9-11, 13, 14, 19, 21, 22, 24, 25, 27-29, 34, and 39 were previously presented, and claims 18, 20, 23, 30, 33, 36, and 38 are original.

#### **35 USC 112 Rejections**

Claims 1-3 were rejected for insufficient antecedent basis. These issues have been corrected in currently amended claims 1-3.

#### **35 USC 132(a) Objection**

Claim 1 was objected to as including new matter. More specifically, the phrase, "Reconstructing at the consolidating and managing device," was required to be cancelled. This issue has been corrected in currently amended claim 1.

#### **35 USC 102 Rejections**

Claim 1 was rejected as being anticipated by Simmons (US 5,974,451). Applicant has amended claim 1 and believes such an amendment overcomes Simmons.

#### **Currently Amended Claim 1**

Claim 1 has been amended to include, among other limitations:

Accessing, by a redirecting device, subscriber upstream traffic to a destination site requested by the subscriber; (support for this limitation can be found

at least in paragraphs [0041] and [0046])

Identifying, by the redirecting device, the subscriber to provide a unique subscriber identification based on the accessed subscriber upstream traffic; (support for this limitation can be found at least in the Abstract)

Providing, by the redirecting device, the unique subscriber identification to a consolidating and management device; (support for this limitation can be found at least in paragraph [0100])

Determining, by the consolidating and management device, the subscriber associated with the unique subscriber identification, and if a bulletin message for the subscriber is desired, sending policy information to the redirecting device, wherein the policy information includes at least one of: time of delivery, frequency, triggering activity, an associated web page to be delivered or other content to be delivered; (support for this limitation can be found at least in the Abstract and paragraphs [0005], [0016], [0017], [0026], and [0101])

If the bulletin message for the subscriber is not desired, allowing, by the redirecting device, a connection to the destination site to proceed normally; (support for this limitation can be found at least in paragraph [0020])

If the bulletin message for the subscriber is desired, examining, by the redirecting device, the accessed upstream traffic to determine if it is possible to send a redirection, wherein the examining occurs without modifying the accessed upstream traffic; and (support for this limitation can be found at least in the Abstract and paragraph [0107])

Based on the policy information, sending to the subscriber by the redirecting device, the redirection for a different destination site. (support for this limitation can be

found at least in paragraph [0074])

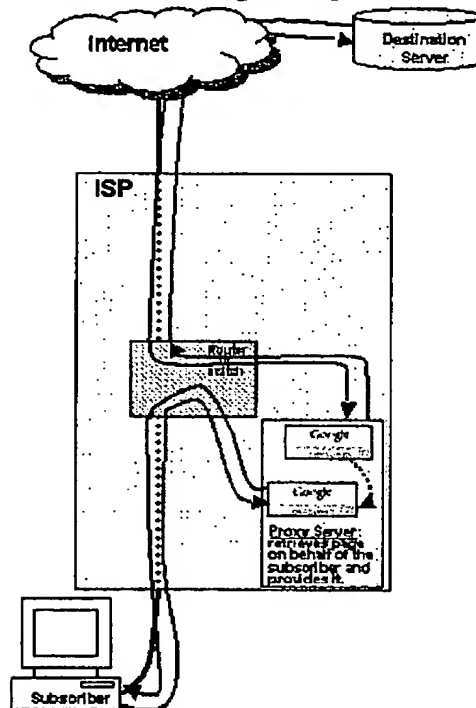
Applicants believe currently amended claim 1 is not taught or suggested by Simmons or by any other cited reference and thus is in condition for allowance. As such, Applicants respectfully request currently amended claim 1 to be allowed. Since Applicants believe currently amended claim 1 is in condition for allowance, and since the remaining claims depend on claim 1, Applicants believe the remaining claims are in condition for allowance and respectfully request they be allowed.

Visual Representation of the Present Invention Vs. the Prior Art

Applicants believe it would be helpful to describe the differences between the present invention and the prior art utilizing a diagram. Such a diagram is presented below. Letters a-g appear in the diagram and represent the “steps” a-g that appear in currently amended claim 1.

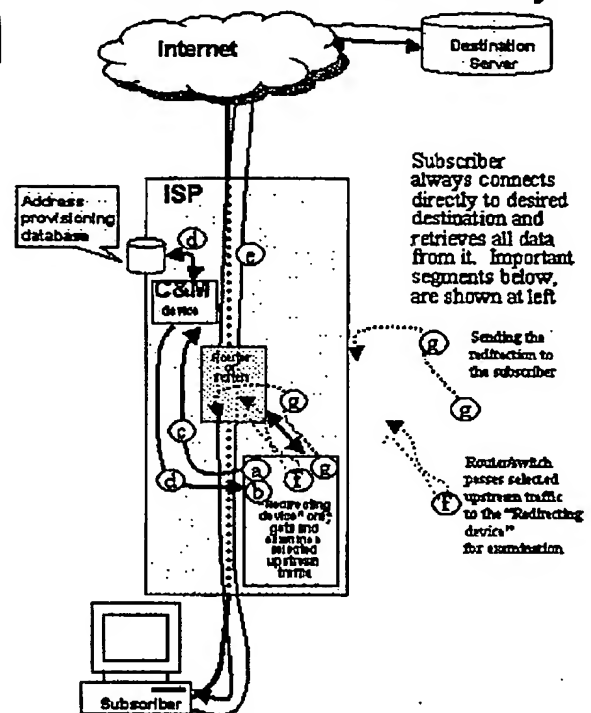
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Prior Art Using Proxy Device



Proxy device accepts subscriber request and submits it to destination (possibly with changes as in Tso) then retrieves the page from the destination and then sends it on to the subscriber (possibly with changes as in Brothers and Simmons).

Perftech Method Without Proxy



Above, subscriber always and only connects to all destinations directly from which it receives Web content including "message" content which it also directly retrieves through being redirected to that server via its own direct connection to it.

Based on the aforementioned remarks and amendments, Applicants believe the present invention is in condition for allowance. A Notice of Allowance is therefore respectfully requested.

If the Examiner has any other matters which pertain to this Application, the Examiner is encouraged to contact the undersigned to resolve these matters by Examiner's Amendment where possible.

Respectfully Submitted,



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